



84 Walton St NW #500  
Atlanta, GA 30303  
P: 404.658.5910  
F: 404.658.1919  
[AtlantaDowntown.com](http://AtlantaDowntown.com)

## Transportation Program & Event Coordinator

### Background

Central Atlanta Progress, Inc. (CAP) is a private, nonprofit corporation of Atlanta business leaders, property owners, and institutions working with each other and with government since 1941 to help build a better city center. CAP carries out research and planning and acts as a catalyst for a wide range of programs and projects for the improvement of Downtown Atlanta. Our affiliate organization, the Atlanta Downtown Improvement District (ADID), funds major programs in transportation, capital improvements, public safety, cleanliness and marketing. For more information, visit [www.atlantadowntown.com](http://www.atlantadowntown.com).

CAP is seeking a dynamic individual to join the team of professionals who manage programs that promote the use of alternative forms of transportation including carpooling, vanpooling, transit, biking and walking. The Transportation Management Association (TMA) - Downtown Connects - provides a range of services to the Downtown Atlanta community on transportation issues. Its ultimate goals are reducing traffic congestion, facilitating mobility, addressing parking demand and improving air quality. The Downtown TMA currently works with companies and property owners in Downtown to address these transportation and workforce growth issues by developing and implementing commuter programs which include carpools, vanpools, transit, teleworking, parking management and other services.

### Position Description

Working under direction of the Managing Director of Transportation, the Program and Event Coordinator has two primary responsibilities: the planning and execution of events aimed at encouraging the use of alternative transportation and the delivery and management of CAP's Downtown Transit Pass Program (DTPP). The coordinator will either oversee or perform the following:

- **Event Conception and Planning:** The Program and Event Coordinator will manage and execute engaging events that encourage Downtown commuters to try alternative modes of transportation. This includes the development of exciting promotions, the coordination of logistics, actively staffing the events, and post-event follow-up.
- **Downtown Transit Pass Program:** CAP/ADID facilitates discounted transit fares to more than eighty Downtown companies. This position manages all aspects of the monthly systems and accounts including interaction with MARTA's online BREEZE interface; customer service and education for participating commuters; and troubleshooting technology with the fare cards. This duty is administratively intensive, and recurs each month;
- **Commuter Outreach:** This position will support Downtown Connects by conducting Downtown employee-focused outreach and working with third-party resources and partners;

- Support for Events that Promote Downtown Vibrancy: Must assist with design, planning, and execution of additional programming consistent with the mission and goals of CAP/ADID and intended to support a thriving Downtown.
- Nurture existing partnerships and relationships and develop new ones to support the organization's mission;
- Other duties that may be assigned related to the administration and execution of CAP/ADID transportation programs.

### **Desired Qualifications**

- A Bachelor's degree in marketing, business, accounting, communications, urban planning, public administration, environmental sciences, or other related field;
- 2+ years paid work background in a professional setting ideally related to events, office administration, accounting, retail, transportation, or customer service;
- Enjoys operating in a complex, client-facing environment;
- Creativity and the ability to thrive and work effectively independently and as a part of a team;
- Exceptional level of detail orientation, the ability to prioritize and organize multiple projects, meet deadlines, problem-solve, and multi-task;
- Strong written and verbal communication skills are necessary;
- Understanding of and passion for sustainable transportation, urbanism, and vibrant Downtowns;
- Proficiency in Microsoft Office (Excel, Word and PowerPoint) is required. Experience with and a willingness to learn Adobe Creative Suite software, including Illustrator, InDesign and Photoshop, and website platforms (e.g. WordPress, HTML, Salesforce, etc.) including content management systems is desired; and
- Proven project management capabilities and leadership skills.
- Must occasionally lift and/or move up to 30 pounds

### **Compensation**

Employment, including benefits, is provided through Central Atlanta Progress, Inc. CAP is an equal opportunity employer and will consider all qualified applicants for employment without regard to age, disability, religion, creed, political affiliation, race, color, sex, marital status, sexual orientation or national origin. CAP offers employees a competitive benefits package including health insurance, dental insurance, short-term disability and a 401(k) savings program. A salary of \$35,000 to \$45,000 per year is anticipated for this position based upon qualifications and experience.

### **Applicant Instructions and for Further Information**

Interested applicants should e-mail a letter of interest and their resume to Shayna Pollock at [Spollock@atlantadowntown.com](mailto:Spollock@atlantadowntown.com). Only those applicants deemed qualified will be contacted. No phone calls, please.